FILE

fashion calendar

DECEMBER 14 **1970**

30th year · issued weekly

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ruth finley, publisher tr 9-2343 8 east 77th street new york, n.y. 10021

FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of each event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader...Ruth Finley, Editor.

WEEK ENDING FRIDAY, DECEMBER 11, 1970

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday Dec. 12 3:00 P.M.- 6:00 P.M. Tea	"CHRISTMAS FESTIVAL OF FASHION" Fashions by Hemisphere designers with music and dances. Coordinators: Terry Mayer and Elaine Kramer. Price: $4.00, members; $5.00, guests. Contact: BR. 9-5862.	PAN AM WOMEN'S ASSN (20 WEST 40TH STREET)	PLAZA HOTEL TERRACE ROOM
Saturday Dec. 12- Feb. 7	OPENING OF ART EXHIBIT Annual Sculpture Exhibit. Public Relations: Ronnie Roland, 249-4100.	WHITNEY MUSEUM OF AMERICAN ART	945 MADISON AVENUE AT 75TH STREET
Sunday Dec. 13- Dec. 16	29TH ANNUAL DISPLAY MARKET Spring display market. Annual Awards Dinner: Dec. 13, 7:30 P.M., Roosevelt Hotel, Grand Ballroom; speaker: William Tobey, Sr. V.P. & S.P. Dir., Abraham & Straus. Price: $20 each. Contact: G. Valenti, MU. 2-0447.	NATL ASSN OF DISPLAY IND. (120 EAST 34TH STREET)	RIVERGATE CENTER NEW ORLEANS, LA.

WEEK BEGINNING MONDAY, DECEMBER 14, 1970

Monday Dec. 14 5:00 P.M.- 7:00 P.M.	"WIG PARTY FOR BIG WIGS" Presentation of new Italian synthetic wig fiber: Venicelon. By invitation only. Contact: Gay Brewer, 244-3600. Publicity: Rosemary Sheehan, 333-6420.	CHATILLON S.P.A. MONTECATINI EDISON	RAINBOW ROOM ROCKEFELLER CENTER
Tuesday Dec. 15 9:26 A.M. Breakfast	PRESS PREVIEW: "XMAS FASHIONS" "An Old Fashioned Christmas and Fashion Show" on board the 9:26 to Oyster Bay. Fashions by Jeanne Campbell, Anne Klein, John Kloss, Giorgio di Sant'Angelo in fabrics from Celanese. Breakfast served in Oyster Bay. (Return to Penn Station at 12:31) By invitation. Contact: Hank Duro or Lou Boemer, JA. 6-0900.	LONG ISLAND RAILROAD	PENN STATION 7TH AVE. & 33RD ST.
Tuesday Dec. 15 11:30 A.M. and 2:30 P.M.	TWO SHOWINGS: SPRING LINGERIE Two showings of Spring lingerie for press and resident buyers. By invitation. (Market Week: Mon., Jan. 4-13: 10:00, 11:30, 2:30 daily) Contact: Marion Sherwood, MU. 9-4200.	VAN RAALTE	417 FIFTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday Dec. 15 12:00 Noon Luncheon	ANNUAL CHRISTMAS LUNCHEON MEETING Guest Speaker: Johnnie Lee Macfadden, author, The Intangibles: Health and Beauty. (Please bring gift for children of Bellevue) Price: $13.00, for members and guests. Contact: 765-8406.	COSMETIC CAREER WOMEN (50 ROCKEFELLER PLAZA)	WALDORF-ASTORIA EMPIRE ROOM
Tuesday Dec. 15 4:00 P.M.	RESORT-SPRING-SUMMER COLLECTION Preview for press and buyers. By invitation. Thereafter by appointment. Contact: Helen Borger, CO. 5-7720.	RONALD AMEY	16 WEST 57TH STREET SHOWROOM - 5TH FLOOR

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Dec. 15 7:00 P.M.	14TH ANNUAL "PEARL GALA"	ASSN FOR HELP OF RETARDED CHILDREN	PLAZA HOTEL GRAND BALLROOM
	Price: $75.00 per person. Contact: 200 Park Avenue South, 254-8203.		
Tuesday Dec. 15- March 1	OPENING OF ART EXHIBIT	MUSEUM OF MODERN ART	11 WEST 53RD STREET FIRST FLOOR
	"Americans in Paris: Collections of Gertrude Stein and her Family". Public Relations: Elizabeth Shaw, 956-7504.		
Wednesday Dec. 16 12:30 P.M. Luncheon	FASHION SHOW AT LUNCHEON	ANN WEBSTER FOR TINY TOWN TOGS	BARBETTA RESTAURANT 321 WEST 46TH STREET
	Holiday and Spring collection. Reservations ($5.95): CI. 6-9171. Barbetta Publicity: Ellen Perl, TE. 2-8212.		
Wednesday Dec. 16 5:00 P.M.	PREVIEW: SPRING COLLECTION	GEORGE HALLEY (498 SEVENTH AVENUE)	REGENCY HOTEL BALLROOM
	By invitation only. Thereafter by appointment. Contact: 246-2432 or 246-2445.		
Thursday Dec. 17- Jan. 19	OPENING OF ART EXHIBIT	WHITNEY MUSEUM OF AMERICAN ART	945 MADISON AVENUE AT 75TH STREET
	"Women Artists from the Permanent Collection". Public Relations: Berta Walker, 249-4100.		
Dec. 25	CHRISTMAS (Friday)		
Jan. 1	NEW YEAR'S DAY (Friday)		
Saturday Jan. 2- Jan. 3	OPEN HOUSE: SPRING-SUMMER FOOTWEAR	B.F. GOODRICH	BARCLAY HOTEL SUITE 637
	Men's, women's, children's footwear; also golf and boating shoes. Both days: 8:30 A.M.-Midnight. By invitation. Publicity: Marian Rahl, Carl Byoir Associates, YU. 6-6100.		
Beginning Monday Jan. 4- Jan. 7	56TH SEMI-ANNUAL PRESS WEEK	NEW YORK COUTURE BUSINESS COUNCIL	WALDORF-ASTORIA PARK AVE. & 50TH ST.
	For visiting press, by invitation. Fashion Director: Mildred Sullivan, 141 West 41st Street, LA. 4-0461.		

Mon., Jan. 4: ILGWU (breakfast), Teal Traina, Carlye, Coty (luncheon), Piccione Bridals, Junior Sophisticates, Stanley Hagler Jewelry, Faberge (cocktails)

Tues., Jan. 5: Widder Bros. knits, David Crystal, Burlington Hosiery, Denim Council (luncheon), Rembrandt, Carousel Wigs, Nat Kaplan, Hollywood-Vassarette, Harriet Bell, Mademoiselle Magazine

Wed., Jan. 6: Marion Digney Boutique, Sacony, Millinery Institute, Larry Aldrich, The Schrader Organization, Davidow, After Six (cocktails), FRANY Awards

Thurs., Jan. 7: Montgomery Ward (breakfast), Rodrigues for Peter Clements, Francesca for Damon, Formfit-Rogers & Pucci Lingerie, Tiffany Uniforms & Cold Power Eyewear Institute, Cigar Institute

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Jan. 3- Jan. 9	INTERNATIONAL HOME FURNISHINGS MART, Merchandise Mart, Chicago Contact: 312-527-4141		
Sunday Jan. 3- Jan. 10	"LONDON LOOK FOR CHILDREN"	NATL CHILDREN'S WEAR ASSN OF BRITAIN	McALPIN HOTEL B'WAY & 34TH ST.
	Fall-Winter '71 boys' and girls' fashions from toddlers to teens. (Also: Jan. 11-13, Fairmont Hotel, San Francisco; Jan. 14-16, Sheraton-West, Los Angeles) Contact: 593-2258.		
Monday Jan. 4 12:00 Noon	SPRING-SUMMER COLLECTION	ADOLFO (22 E. 56TH ST.)	ST. REGIS VERSAILLES ROOM
	By invitation only. Contact: 688-4410. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday Jan. 4 12:00 Noon Luncheon	PRESS SHOW: "COUNTRY FAIR"	COTY	WALDORF-ASTORIA JADE ROOM
	Award-winning looks in beauty and fashion for Spring-Summer '71. By invitation. Contact: Lillian Firestone Associates, 924-4728.		
Beginning Monday Jan. 4	LATE SPRING-EARLY SUMMER SPORTSWEAR	LOOMTOGS	1407 BROADWAY SHOWROOM - 35TH FLOOR
	Continuous showings. Contact: Janice Watt, 594-2100.		
Beginning Monday Jan. 4	SPRING-SUMMER JEWELRY COLLECTION	NAPIER	530 FIFTH AVENUE SHOWROOM - 22ND FLOOR
	Continuous showings. Contact: YU. 6-6633.		
Jan. 4- Jan. 8	ATLANTIC CITY CHINA & GLASS SHOW, Convention Hall, Atlantic City, N.J. Contact: Maxine or Bob Carman, 686-1677.		
Monday Jan. 4- Jan. 8	SPRING LINGERIE MARKET WEEK	GOSSARD-ARTEMIS	330 MADISON AVENUE SHOWROOM - PENTHOUSE
	"New Horizons"--bodywear, daywear, nightwear. Daily at 9:30, 11:00, 2:30. (Mon., Jan. 4: 2:30 only; Fri., Jan. 8: 9:30, 11:00 only) Contact: Mary Ann Shraky, 682-8510.		
Monday Jan. 4- Jan. 15	SPRING LINGERIE MARKET WEEK	KAYSER/PERMA-LIFT	640 FIFTH AVENUE SHOWROOM - 5TH FLOOR
	Continuous showings. Contact: PL. 7-9600.		
Monday Jan. 4- Jan. 13	SPRING LINGERIE MARKET WEEK	VAN RAALTE	417 FIFTH AVENUE SHOWROOM - 2ND FLOOR
	Daily at 10:00, 11:30, 2:30. Contact: Marion Sherwood, MU. 9-4200.		
Monday Jan. 4- Jan. 15	SPRING LINGERIE MARKET WEEK	VANITY FAIR	640 FIFTH AVENUE SHOWROOM - 6TH FLOOR
	Daily at 9:30, 10:30, 2:30. By invitation. Contact: Priscilla Weinlandt, JU. 2-6767.		
Monday Jan. 4- Jan. 21	SPRING LINGERIE MARKET WEEKS	RAYMODES/JOAN IRIS	135 MADISON AVENUE SHOWROOM - STREET FLOOR
	Loungewear, robes, shifts, dusters at continuous showings: 9:00-5:00 daily. Contact: MU. 3-2300. Publicity: Trudy Kaplan, Claire Advertising, 695-2750.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Jan. 6 8:30 A.M. Breakfast	"BODYSCOPE BREAKFAST" Comprehensive presentation of bodywear for Spring '71. For retailers only, by invitation. (Also: Jan. 7, 13, 14 at 8:30 A.M.) Contact: Joan Carter, 689-5900 ext. 476.	GLAMOUR MAGAZINE	420 LEXINGTON AVENUE SHOWROOM - 19TH FLOOR
Wednesday Jan. 6 12:00 Noon Luncheon	SPRING MILLINERY AT PRESS SHOW Preview of Spring millinery for visiting and local press. By invitation. Publicity: Burt Champion, MU. 6-2970.	MILLINERY INSTITUTE OF AMERICA(10 E. 40TH ST.)	AMERICANA HOTEL GEORGIAN ROOM
Wednesday Jan. 6 4:00 P.M. Cocktails	SPRING COLLECTION Introducing "Concept '70s"--new loungewear collection. (Also: Wed., Jan. 13, 4:00 P.M.) By invitation only. Contact: Viola Rossi, TE. 8-6020.	SWIRL (1350 BROADWAY)	RAFFLES SHERRY-NETHERLAND HOTEL
Wednesday Jan. 6 6:00 P.M.	FABRIC JUDGING Judging of fabrics for Vogue's American Fabric Awards. By invitation. Contact: Carol Harvey, MU. 9-5900.	VOGUE (420 LEXINGTON AVE.)	PLAZA HOTEL BAROQUE SUITE
Jan. 7	8:30 A.M., GLAMOUR MAGAZINE "BODYSCOPE BREAKFAST" (see above)		
Thursday Jan. 7 9:00 A.M. Breakfast	TRADE SHOW OF SPRING MILLINERY "The Fashion Teller: What's in the Cards for Spring?" Prices: $5.00 (stores); $50.00 (manufacturers). By invitation. Publicity: Burt Champion, 686-2970.	MILLINERY INSTITUTE OF AMERICA(10 E. 40TH ST.)	AMERICANA HOTEL IMPERIAL BALLROOM
Saturday Jan. 9 10:00 A.M.- 5:00 P.M.	WORKSHOP IN WEFT KNITTING Four Saturday sessions of special knit workshop. Price: $150 per person. Contact: Edna Brodie, 524-1300 ext. 297.	FASHION INSTITUTE OF TECHNOLOGY	227 WEST 27TH STREET KNITTING LABORATORY
Saturday Jan. 9 11:00 A.M. and 2:00 P.M.	SPRING-SUMMER BRIDAL SHOWS Admission by ticket only, available in Bridal Dept. (Also: Westchester, Jan. 13, 7:30 P.M.; Bridgeport, Jan. 14, 7:30 P.M.; Paramus, Jan. 19, 7:30; Roosevelt Field, Jan. 20, 7:30 P.M.; Valley Stream, Jan. 26, 6:30 & 8:30) Publicity: Margot Infantino, LO. 4-3300.	GIMBELS NEW YORK	6TH FLOOR
Sunday Jan. 10- Jan. 13	60TH ANNUAL CONVENTION Opening Day cocktail reception: Sun., Jan. 10, 5:00-7:00 P.M. Annual Banquet: Wed., Jan. 13, 7:00 P.M., speaker: Alexander Trowbridge, President, The Conference Board. By reservation. Contact: 100 West 31st St., 244-8780.	NATL RETAIL MERCHANTS ASSN	N.Y. HILTON
Jan. 10- Jan. 14	NEW YORK LAMP & HOME FURNISHINGS SHOW, Statler-Hilton Hotel. Contact: Maxine or Bob Carman, George Little Management, 220 Fifth Ave., 686-1677.		
Monday Jan. 11 5:00 P.M.- 7:00 P.M.	"1971 IDEA COLLECTION" Musical fashion show directed by Michael Brown. By invitation. Contact: J.N. Trivers & Co., 400 Madison Avenue, PL. 9-4330. Publicity: Terry Mayer Associates, 685-6561.	NORWOOD MILLS	RAINBOW ROOM ROCKEFELLER CENTER

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Monday Jan. 11- Jan. 15	READY-TO-WEAR FROM CANADA	CANADIAN DEPT. TRADE, COMMERCE, INDUSTRY	McALPIN HOTEL 7TH FLOOR
	Coats, dresses, pantsuits, rainwear, sportswear, knits, coordinates, suedes, leathers. By appointment. Contact: Don Russell, 586-2400.		
Tuesday Jan. 12 8:00 A.M. Breakfast	SEMI-ANNUAL SEMINAR	MERCHANDISING MOTIVATION (200 MADISON AVENUE)	PLAZA HOTEL TERRACE ROOM
	"Summer Time--Happy Time". Show at 8:30. Prices: $17.50, members; $25, guests. Contact: Marjorie Reich or Frances Hodges, OR. 9-4484.		
Tuesday Jan. 12 5:30 P.M.- 8:00 P.M.	ANNUAL "TOBE" AWARD	TOBE ASSOCIATES	PIERRE HOTEL GRAND BALLROOM
	The 1970 Tobe Award "for distinguished contribution to American retailing" will be presented to William M. Batten of J.C. Penney. All invitations have been issued.		
Tuesday Jan. 12 6:30 P.M.	SPRING BRIDAL SHOW	MARTIN'S (BROOKLYN)	ACADEMY OF MUSIC BROOKLYN
	Admission by ticket, available in Bridal Dept. (Also: Garden City, Jan. 19, 8:00 P.M.) Publicity: Rita Dobbins, TR. 5-3100.		
Beginning Tuesday Jan. 12	OPENING OF SUMMER COLLECTION	PETTI 4'S	498 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
	Continuous showings. Contact: CH. 4-3558.		
Wednesday Jan. 13- Feb. 9	LONDON COUTURE SHOWINGS		
	Jan. 13: Hardy Amies; Jan. 17: Mattli; Feb. 2: Lachasse; Feb. 9: Clive		
Jan. 15- Jan. 22	ITALIAN COUTURE SHOWINGS. Contact: Camera Nazionale della Moda, 44 via Lombardia, 00187 Rome, Italy		
Friday Jan. 22 9:30 A.M.	SPANISH COUTURE SHOWINGS, PALACIO DEL CONGRESO, MADRID. Contact: Oficina de Promocion de la Moda Espanola, Ministerio de Informacion y Turismo, 39, Avda. Generalisimo, Madrid 16, Spain		
Jan. 25- Jan. 31	PARIS COUTURE SHOWINGS. Contact: Chambre Syndicale de la Haute Couture Parisienne, 100 rue du Fbg. St-Honore, Paris VIII, France		
Friday Jan. 15 10:00 A.M.	PREVIEW: NEW MODEL ROOMS	ABRAHAM & STRAUS (BROOKLYN)	GAYLORD GALLERY 7TH FLOOR
	By invitation. Contact: Pat Thavenot, TR. 5-0195.		
Saturday Jan. 16 12:00 Noon Luncheon	FASHION SHOW AT LUNCHEON	EASTERN AIRLINES	FOUR SEASONS 99 EAST 52ND STREET
	"Shuttle Spree" collection from Bonwit Teller. Fashion Show Coordinator & Commentator: Phyllis Youngheart. By reservation. Contact: PL. 1-4300.		
Jan. 17- Jan. 20	WASHINGTON GIFT SHOW, Sheraton-Park Hotel, Washington, D.C. Contact: Maxine or Bob Carman, Little Bros. Shows, 220 Fifth Ave., 686-1677		
Monday Jan. 18 6:00 P.M.	SPRING BRIDAL SHOWS	ABRAHAM & STRAUS (BROOKLYN)	BRIDAL SALON 3RD FLOOR
	Also at 7:00 and 8:00 P.M. Publicity: Olga Soffer, TR. 5-0195.		

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Jan. 18- Jan. 21	NATIONAL NOTIONS SHOW, Statler Hilton Hotel, 33rd St. & 7th Ave. Contact: Leonard Ennis, 350 Fifth Avenue, 736-8820.		
Wednesday Jan. 20 10:30 A.M.	MIDWINTER FURNITURE SHOW Introduction of new import collection; also furniture vignettes. By invitation. Publicity: Mrrgot Infantino, LO. 4-3300.	GIMBELS NEW YORK	COLONIAL GALLERY 9TH FLOOR
Wednesday Jan. 20 6:30 P.M.	SPRING BRIDAL SHOW By invitation. Contact: Adrienne Seiden, OR. 5-1000.	FRANKLIN SIMON	4TH FLOOR
Thursday Jan. 21 12:00 Noon Luncheon	ANNUAL PRINT DESIGN AWARDS Awards in several design categories. More details later. By invitation only. Publicity: Alice Encke, Bell & Stanton, 759-4800.	AMERICAN PRINTED FABRICS COUNCIL	PHILHARMONIC HALL LINCOLN CENTER
Friday Jan. 22- Jan. 31	17TH WINTER ANTIQUES SHOW Admission: $3.00. (Preview for benefit East Side House Settlement: $25.00 each) Publicity: Bill Doll & Co., 150 W. 52nd St., JU. 6-8894.	EAST SIDE HOUSE SETTLEMENT (33 EAST 60TH STREET)	7TH REGIMENT ARMORY PARK & 67TH ST.
Saturday Jan. 23 12:00 Noon Luncheon	FASHION SHOW AT LUNCHEON "Shuttle Spree" collection from Bonwit Teller. Fashion Show Coordinator and Commentator: Phyllis Youngheart. By reservation. Contact: PL.1-4300.	EASTERN AIRLINES	FOUR SEASONS 99 EAST 52ND STREET
Sunday Jan. 24- Jan. 27	INTERNATIONAL BOUTIQUE SHOW Apparel for men and women, accessories, shoes, gifts from England, France, Germany, Italy, Sweden, South America, the U.S., others. Contact: Oscar Pluznick, Suite 2290, LA. 4-5024.	NATIONAL BOUTIQUE SHOW	McALPIN HOTEL
Jan. 24- Jan. 29	CHICAGO GIFT SHOW, McCormick Place and Palmer House, Chicago. Contact: Maxine or Bob Carman, 220 Fifth Avenue, 686-1677.		
Monday Jan. 25 8:30 P.M.	"NIGHT OF THE LEGENDS" Benefit dinner-dance with showing of Blackglama mink fashions. Price: $150 per couple. Publicity: Arnold Jurdem, 421-1461.	GREAT LAKES MINK ASSN	FOUR SEASONS 99 EAST 52ND STREET
Friday Jan. 29- Feb. 2	7TH ITALIAN KNIT MARKET Knitwear for men, women, children. Contact: MAIT, 9/A Viale Gramsci, 1-50121 Florence, Italy.	MAIT	GRAND HOTEL FLORENCE, ITALY
Saturday Jan. 30 12:00 Noon Luncheon	FASHION SHOW AT LUNCHEON "Shuttle Spree" collection from Bonwit Teller. Fashion Show Coordinator and Commentator: Phyllis Youngheart. By reservation. Contact: PL.1-4300.	EASTERN AIRLINES	FOUR SEASONS 99 EAST 52ND STREET
Friday Feb. 5- Feb. 9	THIRTEENTH ANNUAL MENSWEAR SHOW Preview of men's fashions at annual seminar, coinciding with 56th annual convention of Menswear Retailers of America. Presentation of "Lulu" Awards. Executive Director: Norman Karr. By invitation. Contact: Mort Bauman, 1290 Sixth Avenue, LT. 1-8210.	MEN'S FASHION ASSOCIATION	THE MARRIOTT PHILADELPHIA, PA.

1971

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